From the Winston Business Unit

General Market

The selections of WINSTON PDI for the second half of the year were chosen in large part from input received from the Florida test market. Items that enhanced the communication of the product point of difference were the ***Stick to Stick Comparison Changemat and 5'x3' Banner*** (indoor use only). Both items communicate the "Stick to Stick" comparison (shows what other leading brands contain and that WINSTON is 100% Tobacco that delivers true taste). In order to successfully communicate Winston's product point of difference which will support the No Bull positioning, it is imperative that one of these pieces be used in **every retail call possible**.

In addition to the Stick to Stick banner, WINSTON will also provide ***"No Bull attitude" banners in 9'x3' and 5'x3'*** sizes. These banners have drive periods that will coincide with out of home advertising. The banners should be replaced when the drive period changes. This will allow a progression of the "No Bull" attitude at retail much like you will see in out of home and print advertising. You should only order enough of "Attitude 1" banner that you can place and maintain August - September. "Attitude 2" banner will be placed in October to coincide with out of home advertising and will be on a backorder status until mid-September.

Two brand specific displays are included in your PDI menu.

- A ***20 pack semi permanent (tower) display*** will be provided for your use to gain additional exposure in the following situations: 1. where there is only one permanent FP footprint, 2. in lower volume accounts where we do not have permanent merchandising and 3. where opportunities exist to provide additional exposure for WINSTON.
- A ***20 pack "pack replica" display*** will also be provided for temporary placement to gain additional presence.

It is the brand's recommendation that the PDI items listed above, along with the ***No Bull Metal sign***, ***No Bull Floor Mat*** and the ***WINSTON Ceiling Logo sign*** are allocated the majority of your WINSTON PDI dollars. Additionally, if your region has any outdated WINSTON ground mounts on location, a New WINSTON ground mount refurb kit is available to update these pieces to the new pack graphics.

The balance of the PDI selection should be ordered as necessary to gain presence for WINSTON in priority and threshold markets. (Exceptions may occur on a call by call/sub geographic basis in low priority markets)

Spanish PDI

Another recommendation that came from the Florida test market was the use of PDI translated in Spanish. In order to speed awareness of the product point of difference and the No Bull positioning, many of the key pieces of PDI will be offered in Spanish. These are the ***Stick to Stick Comparison Changemat***, ***Stick to Stick 5' x 3' banner*** and the ***Red-White-Red 9' x 3' banner***. Regions that have previously identified Spanish retail calls in their markets should allocate these items appropriately.

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Source: https://www.industrydocuments.ucsf.edu/docs/gmyn0000

WINSTON - WAVE 2 PDI WORKSHEET

			Region Budget	$142,000		
Description	**Pkg**	**Winston**	**# Skus**	**Cost Per**	**Total Cost**	**Rec % of Bud by Item**
PRIORITY ITEMS						
Stick to Stick Change Mat	25	528140	140	70	$9,800	.10
Stick to Stick Change Mat (Spanish)	25	528143	20	70	$1,400	as needed
Winston Tower Semi-Perm.Ctr Display	1	527603	100	12	$1,200	.05
Winston Pack Replica Counter Display	5	530135	150	11	$1,650	.02
"No Bull" Floor Mat	10	527573	25	65	$1,625	.07
Winston Ceiling Logo	1	532052	50	45	$2,250	.11
"No Bull" Metal Sign	10	531815	767	40	$30,680	.07
Winston 5x3 Attitude Banner - Period 1	10	528182	125	60	$7,500	.05
Winston 5x3 Attitude Banner - Period 2	10	532112	125	60	$7,500	.05
Winston 5x3 Stick to Stick Banner	10	528185	60	60	$3,600	.05
Winston 5x3 Stick to Stick Banner (Spanish)	10	528194	20	60	$1,200	as needed
Winston 9x3 Attitude Banner - Period 1	10	528173	50	90	$4,500	.07
Winston 9x3 Attitude Banner - Period 2	10	532103	50	90	$4,500	.07
Winston 9x3 Red,White,Red Banner (Spanish)	10	528191	10	90	$900	as needed
				Total	$78,305	55%

71%

MISCELLANEOUS ITEMS						
Large Window/Wall Pricer (V)	10	528161	107	90	$9,630	
Ground Mount Refurb Kit	1	528302	125	55	$6,875	
Winston Floor Ashtray	1	532100		45	$0	
Winston Window/Wall Crash Pack	1	528155		100	$0	
Business Hours Decal	25	528212	100	125	$12,500	
Business Hour Open/Closed Frame Sign	10	528152	40	105	$4,200	
Push/Pull Decal	50	528215	101	23	$2,323	
In-Out Decal	50	528221	7	23	$161	
Door/Window Decal	25	528203	400	70	$28,000	
				Total	$63,689	45%

29%

Total Budget Expense	$141,994
Remaining:	**$6**

Formulas have been entered in the above spreadsheet for your ease when ordering

Enter your region's budget amount to activate formulas.

The above percentages should be used as a guideline when calculating you region's order.

These percentages will vary depending on your specific needs.

Emphasis should be placed on the PRIORITY ITEMS.

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